

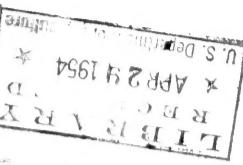


so thick . . .

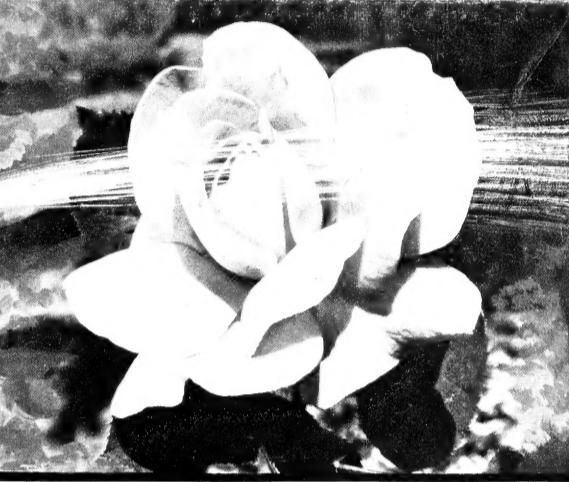
for a lawn

538 MADISON AVE. NEW YORK 22, N.Y.

Max Schilling Seedsmen, INC.

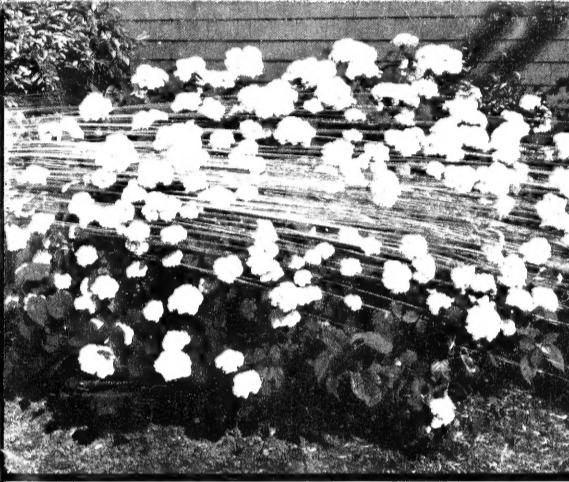


1954
WITH GARDEN



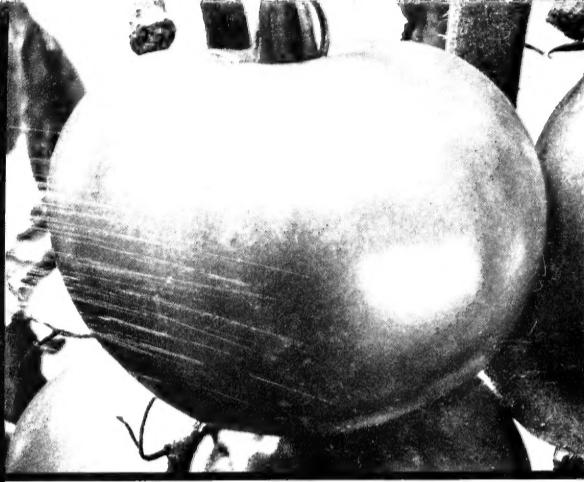
For more and bigger flowers

Roses, zinnias, snapdragons, camellias . . . whatever you grow . . . you can now give them a big extra growth boost that brings you bigger, more beautiful flowers. More of them!



For shrubs that grow faster

Now you can give established shrubs new life and growth . . . help new shrubs achieve more than a "normal" year's growth the first year. Add to their beauty and value.



For earlier, better vegetables

Help tomatoes, squash, beans—all vegetables—develop earlier, develop more with a great "growth" formula and a new, easier way to apply it! Your garden can be terrific!

Spray on great new "GROWING POWER"

...WITH YOUR
GARDEN HOSE



NOW
Everything you
need to fertilize
this easy modern
way...
AT LOWEST
PRICE EVER!

Greatest "Growth" Formula

EVER OFFERED FOR LAWNS, FLOWERS, GARDEN, SHRUBS

Folium® 20-20-20

Lawns like thick green carpets! Absolutely gorgeous flowers, vegetables and shrubs! The kind you dream about but rarely get. How can Folium do so much? The answer lies in its great "growth" formula . . . including a special Monsanto ingredient that enables plant food to be absorbed more quickly and used more thoroughly *within* your grass and plants and shrubs.

Experts will tell you that the keys to the "growing power" of any fertilizer are the three numbers you see on the package beside the principal ingredients.

The law requires that they be on the package. Farmers, professional growers judge fertilizers by these numbers.

So when you buy liquid fertilizer . . . compare! You'll see at once why Folium can offer greater growing power . . . better results in your yard. Folium's formula is 20-20-20 . . . 60 active units of vital plant elements in *ideal* balance! Lots of *nitrogen* for thick green foliage . . . the element most often lacking in soils! Plenty of *phosphorus* for strong roots and rapid growth. And *potash*, too . . . for healthier plants, greater resistance to drought and disease! You won't find a richer formula anywhere!

But there's still more! Folium's special Monsanto "wetting agent" makes Folium solution *wetter than water* itself . . . permits it to be easily, quickly absorbed through *leaf surfaces* hard or soft, as well as roots . . . enables the *food* in Folium to be carried quickly to *all parts* of the plant; helps get that food used more completely throughout the plant, helps assure complete, over-all plant development!

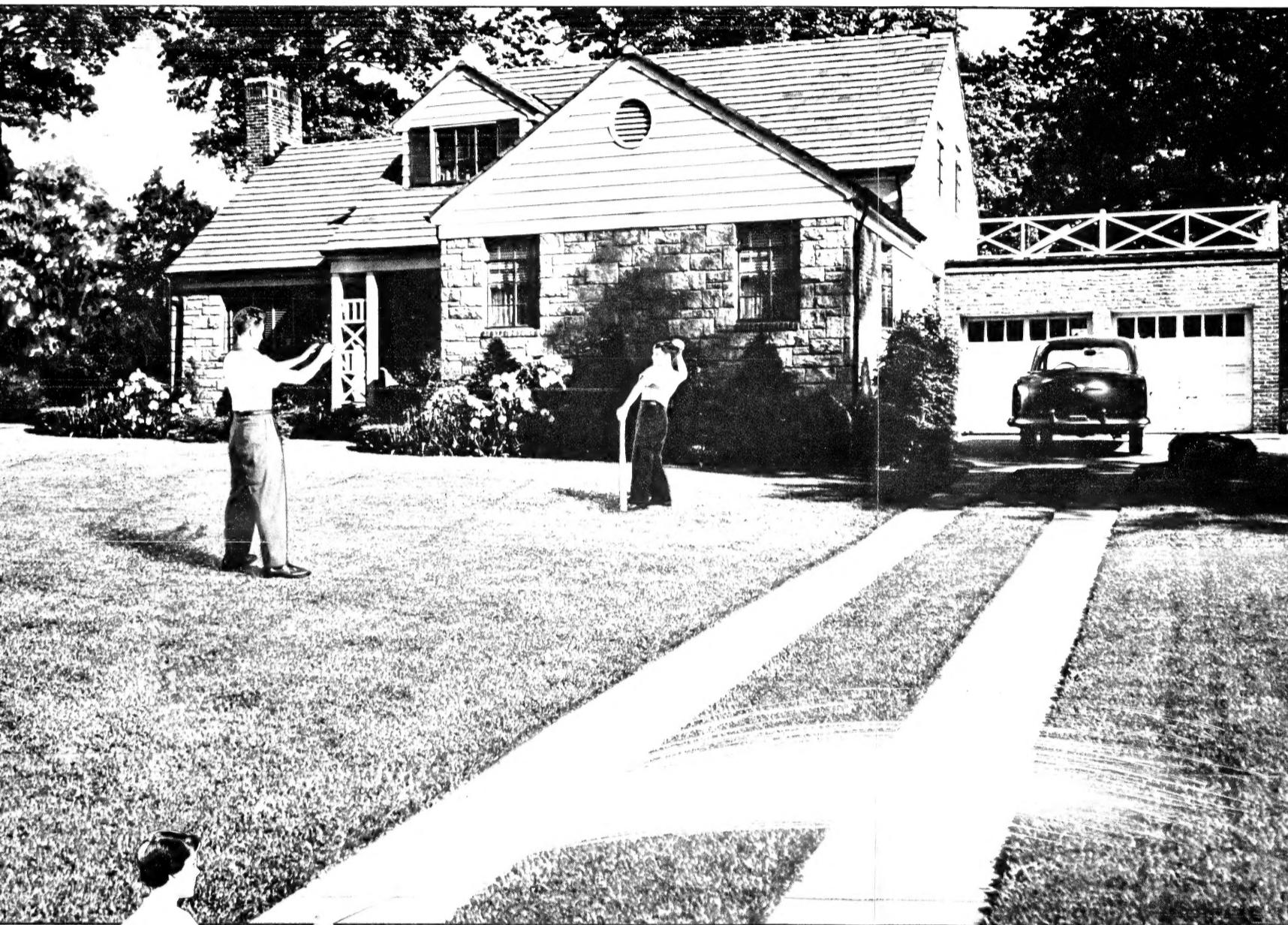
In addition, Folium—with Monsanto's exclusive Foliator (see right)—is the easiest of all plant foods to apply. You can use it at any stage of plant development without danger of "burning" tender leaves, without disturbing tender roots . . . and without danger of any of it washing away, of lying unused on top of the ground . . . it is absorbed immediately and goes right to work for you!

the hose. Nothing to push—nothing to lug. Applying Folium is as easy as watering your lawn. The Foliator is a certified \$1.25 value (similar devices cost \$2.50 and UP) . . . yet with Folium you get it at an almost "give-away" price. Order Folium and Foliator today! Use enclosed stamped postcard.

**PLUS EASIEST
METHOD OF
APPLICATION**

**NEW
MONSANTO
Foliator***

Monsanto's new Foliator enables you to spray on Folium with your garden hose . . . to feed your plants as you water them! Made from high-impact styrene plastic, it attaches between faucet and hose—mixes Folium solution and water in exactly the right proportion right in the hose. Nothing to push—nothing to lug. Applying Folium is as easy as watering your lawn. The Foliator is a certified \$1.25 value (similar devices cost \$2.50 and UP) . . . yet with Folium you get it at an almost "give-away" price. Order Folium and Foliator today! Use enclosed stamped postcard.



**Combined in a great labor-saving
MONEY-SAVING OFFER!**

5 lbs. Folium® regularly **\$4.50**

Foliator* (certified value)

1.25

~~\$5.75~~

BOTH FOR ONLY \$4.98

Max Schling Seedsmen · INC

538 MADISON AVE.

NEW YORK 22, N. Y.

**ALSO: 1 lb. Folium (\$1.25)
plus Foliator (\$1.25) FOR ONLY \$1.89**

